

# Fashion Calendar 1970

8-30-48

FILE

JANUARY

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## FASHION CALENDAR

**NOTE:** Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING SATURDAY, AUGUST 28, 1948</u>			
Just Issued	THREE NEW TEXTILE COLOR CARDS Three new color cards have just been issued by the Textile Color Card Association to its members: (1) The women's shoe and leather card for Spring 1949, containing 17 shades; (2) The men's shoe and leather card for Spring 1949, showing 20 colors in leather; (3) The confidential advance rayon collection of 19th century pastel colors. Contact: Margaret Hayden Rorke, Managing Director, MU. 5-5881.	THE TEXTILE COLOR CARD ASSN. OF THE U. S., INC.	200 MADISON AVENUE
Friday August 27 11:00 A.M.	INTRODUCTION OF NEW GIRL SCOUT UNIFORM Press preview to introduce new Girl Scout uniforms, designed by Mainbocher. Showing will be followed by buffet luncheon. Attendance by invitation only. Mainbocher Publicity: Eleanor Lambert, PL. 5-8580. Girl Scouts Publicity: Mrs. Ely Maxwell, MU. 2-2505.	MAINBOCHER; GIRL SCOUTS OF AMERICA	ESSEX HOUSE GARDEN
Saturday August 28 11:00 A.M.	"SMOOTH AS A SENIOR" FASHION SHOW Back-to-school fashion show in the Calling All Girls series, entitled "Smooth As A Senior". Commentator: Nancy Pepper, editor "Calling All Girls" Magazine. Publicity: Terry Mayer, PE. 6-5100, Ext. 600.	GIMBELS	3RD FLOOR
Saturday August 28 2:30 P.M.	FASHION SHOW AND CAMPUS PARTY Bamberger will have their Campus Center Rush Week party and fashion show. Open to public. Publicity: Mary Grizzard, Market 2-1212 (Newark).	L. BAMBERGER & CO. NEWARK, N. J.	9TH FLOOR AUDITORIUM

### WEEK BEGINNING MONDAY, AUGUST 30, 1948

Tuesday August 31 12:30 P.M. Luncheon	LUNCHEON FOR BEAUTY PRESS Coty will entertain the beauty press at a luncheon at 12:30 P.M. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	COTY, INC.	WALDORF-ASTORIA JANSEN SUITE
August 31	SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR PRESS AT 2:30 P.M. (See Page 2).		
Tuesday August 31 4:00 P.M.-6:00 Cocktails	PRESS PREVIEW OF NEW SHOE SALON J. & J. Slater's private preview of their new shoe salon featuring Fall and Winter shoes and accessories as well as several new departments. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-6043.	J. & J. SLATER	MADISON AVENUE AT 54TH STREET
Tuesday August 31 9:00 P.M.-10:00 P.M.	SHOWING OF FALL AND WINTER COLLECTION Sydell will present her custom-made collection of suits, daytime, cocktail and evening clothes, ending with a bridal procession. Contact: PL. 8-0892.	SYDELL (666 FIFTH AVENUE)	LIDO BEACH CLUB LONG BEACH, L. I.



DATEWHAT'S GOING ONGIVEN BYWHEREPRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS

PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS  
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

Tuesday August 31	<u>SAKS 5TH AVENUE</u> At 2:30 P.M.	611 FIFTH AVE.	PUBL.: HELEN KAUPER	PL. 3-4000
Wednesday Sept. 1	<u>MILGRIM</u> At 11:00 A.M.	6 WEST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Thursday Sept. 2	<u>HENRI BENDEL</u> At 11:00 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Tuesday Sept. 7	<u>JAY THORPE</u> At 2:30 P.M.	24 WEST 57TH ST.	PUBL.: JOAN STAFFORD	CI. 7-4300
Wednesday Sept. 8	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Thursday Sept. 9	<u>BONWIT TELLER</u> At 12:00 Noon	721 FIFTH AVE. (Buffet Luncheon)	PUBL.: CAROLYN HAIGHT	EL. 5-6800
Thursday Sept. 9	<u>STEIN &amp; BLAINE</u> At 2:30 P.M.	15 WEST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
Tuesday Sept. 14	<u>ELIZABETH ARDEN</u> At 3:00 P.M. --	691 FIFTH AVE. Designed by Castillo.	PUBL.: ELIZABETH MACKINTOSH	PL. 3-3410
Wednesday Sept. 15	<u>OLDRIC ROYCE</u> At 11:00 A.M.	16 EAST 52ND ST.	PUBL.: ELIZABETH MAHER	EL. 5-4248

Wednesday Sept. 1 PRESS PREVIEW: JAECKEL 10 EAST 57TH STREET  
NEW MILLINERY SALON MAIN FLOOR  
9:00 A.M. Press preview of Jaeckel's new millinery salon, which will be open to the  
Coffee public that same day. Coffee at 9:00 A.M. Press showing promptly at 9:30  
A.M. Attendance by invitation only. Publicity: Nona James, VO. 5-3440.

Sept. 1 MILGRIM'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Above).

Wednesday Sept. 1 PRESS SHOWING OF ALICE OROVAN 785 FIFTH AVENUE  
FALL COLLECTION SALON  
2:30 P.M. Alice Orovan will present a press showing of her Fall and Winter "Down  
To Earth" fashions, bridging the gap between custom-made and immediate  
wear clothes. Attendance by invitation only. Contact: Mary Lee, EL. 5-6416.

Thursday Sept. 2 PREVIEW OF FASHIONS MACY'S NEW YORK 13TH FLOOR  
AT BREAKFAST SHOWING EXEC. DINING ROOM  
9:00 A.M. Semi-annual breakfast for the fashion press by Macy's, with a showing of  
Breakfast new Fall and Winter fashions. Attendance strictly by invitation.  
Publicity: Helen Law, CH. 4-2000, Ext. 2431.

Sept. 2 V-J DAY (Thursday).



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 2	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 2.)		
Thursday Sept. 2 4:00 P.M. Cocktails	PRESS SHOWING OF FALL FASHIONS Martha will present daytime, cocktail and evening fashions to the press. By invitation only. Publicity: Diana Green Associates, PL. 8-1941.	MARTHA	501 MADISON AVENUE SALON -- RM. 1201
Sept. 6	LABOR DAY (Monday).		
Monday Sept. 6 8:30 P.M.	ELEVENTH FALL FASHION EXPOSITION Presentation of the Neiman-Marcus awards for distinguished service in the field of fashion at the store's Eleventh Annual Fall Fashion Exposition. Edward S. Marcus, vice-president, will present awards to Mme. Bonnet; Claire McCardell; Castillo of Elizabeth Arden; and General Julius Ochs Adler, Vice Pres. and General Manager of the N.Y. Times. (The fashion show will be repeated, if the demand for tickets warrants it.) Tickets: \$2.50 -- Proceeds for Damon Runyon Cancer Fund. Publicity: Frances Gardiner, LO. 4-1200; Marihelen MacDuff, Neiman-Marcus, Dallas, Texas.	NEIMAN-MARCUS	DALLAS TEXAS
Postponed Sept. 7	THE HATTIE CARNEGIE CUSTOM COLLECTION FOR PRESS, ORIGINALLY SCHEDULED FOR TUESDAY, SEPT. 7, AT 11:00 A.M., HAS BEEN POSTPONED. (New date later.)		
Sept. 7	JAY THORPE'S CUSTOM COLLECTION FOR PRESS AT 2:30 P.M. (See Page 2.)		
Beginning Tuesday Sept. 7	NEW HOLIDAY LINE OF EVENING DRESSES Bon Ray will have continuous showings of their new line of evening dresses, designed by Celia Phillips. Contact: Morris Berman, WI. 7-0818.	BON RAY DANCE FROCKS	525 SEVENTH AVENUE SHOWROOM
Wednesday Sept. 8 12:30 P.M. Luncheon	PRESS PREVIEW OF HOSIERY FASHIONS Showing of new Gotham Hosiery at a luncheon for the press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	GOTHAM HOSIERY	RITZ CARLTON HOTEL CRYSTAL GARDEN
Postponed Sept. 8	THE FIRA BENENSON CUSTOM COLLECTION FOR PRESS, ORIGINALLY SCHEDULED FOR WEDNESDAY, SEPT. 8, AT 11:00 A.M., HAS BEEN POSTPONED. (New date later.)		
Wednesday Sept. 8 3:30 P.M. Cocktails	PRESS PREVIEW: NEW SEAMPRUFE SLIPS Introduction of the new Seamprufe offices and showroom, with a fashion presentation, "X-ray View of the Girl in the Seamprufe Slip." Commentator: Dennis James, radio and television M.C. Cocktails and tour of showroom at 3:30 P.M. Showing at 4:00 P.M. Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	SEAMPRUFE, INC.	412 FIFTH AVENUE SHOWROOM
Sept. 8	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Page 2.)		
Sept. 9	BONWIT TELLER'S CUSTOM COLLECTION FOR PRESS AT 12:00 NOON. (See Page 2.)		
Thursday Sept. 9 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Jaeckel will present custom-order fur fashions, in addition to "Champagne" budget furs. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Jaeckel Publicity: Lillian Stein, PL. 5-7000. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	JAECKEL, INC. (10 EAST 57TH ST.)	ST. REGIS HOTEL ROOF



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 9	STEIN & BLAINE'S CUSTOM COLLECTION FOR PRESS AT 2:30 P.M. (See Page 2).		
Thursday Sept. 9 4:00 P.M. Cocktails	PREVIEW OF NEW FALL MILLINERY Dorothy Gordon will present a preview of her new Fall hats. By invitation only. Publicity: Hickory Associates, MU. 7-9274.	DOROTHY GORDON	14 EAST 56TH STREET SALON
Postponed Sept. 9	THE G. HOWARD HODGE MILLINERY SHOW, ORIGINALLY SCHEDULED FOR SEPT. 9 AT 5:00 P.M., HAS BEEN CHANGED TO THURSDAY, SEPT. 15, AT 4:30 P.M. (See P. 6).		
Thursday Sept. 9 6:00 P.M.	BRAND NAME FALL AND WINTER FASHIONS Semi-annual showing of brand name Fall and Winter fashions. Open to public. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.	GIMBELS NEW YORK	3RD FLOOR
Saturday Sept. 11 11:00 A.M.	MCCALL PATTERN FALL FABRICS SHOW Fall fabric jubilee fashion show presenting new Fall patterns. Press preview on September 11 at 11:00 A.M. Open to public September 13 at 11:00 A.M. and September 15 at 6:00 P.M. Publicity: Jean Saville, WI. 7-7000, Ext. 521.	JAMES MCCREERY & CO.	3RD FLOOR
Saturday Sept. 11 2:30 P.M.	"MALE-TESTED" COLLEGE FASHION SHOW Bamberger's Campus Center "Male-Tested" fashion show with board of judges from Princeton University, patterned after the Cosmopolitan Magazine feature. Open to public. Publicity: Mary Grizzard, Market 2-1212 (Newark).	L. BAMBERGER & CO. NEWARK, N. J.	9TH FLOOR AUDITORIUM
Week Of Sept. 12	NEW YORK FALL MILLINERY WEEK Leading stores in New York will feature millinery in window and interior displays, advertisements and promotions, showing new styles, colors and silhouettes in every price range for women of all ages. Contact: Matthew Hyland, National Director, Millinery Promotions, Inc., LU. 2-2250.	MILLINERY PROMOTIONS (2 WEST 46TH ST.)	NEW YORK CITY
Monday Sept. 13 10:00 A.M. Champagne Breakfast	PRESS PREVIEW OF NEW STORE AND FASHIONS "Bond Comes to Fifth Avenue" with a special preview for the fashion press of their new store on Fifth Avenue, followed by a fashion show. Interior decor by Morris Lapidus. Breakfast at 10:00 A.M. Tour of women's departments at 10:30 A.M. Fashion show promptly at 11:00 A.M. Attendance by invitation only. Publicity: Jerry Halprin, WI. 7-6550.	BOND FIFTH AVENUE	380 5TH AVE. (AT 35TH) FLIGHT DECK (4TH FL.)
Monday Sept. 13 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION The Tailored Woman's daytime and evening fashions will be presented during luncheon. Press by invitation. Public by reservation. Contact: PL. 3-4500, Ext. 123. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	THE TAILORED WOMAN	ST. REGIS HOTEL ROOF
Monday Sept. 13 3:00 P.M.	PRESS SHOWING OF CUSTOM FASHIONS Presentation of Fall custom-order fashions to the press by Carrie Munn. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	CARRIE MUNN	640 MADISON AVENUE SALON



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 13- Oct. 15	SHOWING OF HOLIDAY AND RESORT COLLECTION Continuous daily showings of a collection of dresses for holiday and re- sort wear, designed by Jennifer of Harold Susman, Inc. Press, by appoint- ment, at their convenience. Publicity: Ruth Hammer Associates, EL.5-6043.	HAROLD SUSMAN, INC.	498 SEVENTH AVENUE SHOWROOM
Week Of Sept. 13	ADVANCE SPRING OPENINGS OF GUILD SHOE LINES Shoes to be featured include: (1) Late Winter shoes for daytime wear; (2) Dress and evening shoes; (3) First Spring footwear; (4) Resort models; (5) Holiday gift boudoir needs. Members include: Beleganti, Inc.; Fox Shoe Mfg. Corp.; Jerro Brothers; Mackey-Starr, Inc.; John Marino, Inc., I. Miller & Sons, Inc.; Newton Elkin Shoe Co. (Pandora); Palter DeLiso, Inc.; Schwartz & Benjamin, Inc. (Customcraft); Setroy, Inc. (Seymour Troy); Reual, Inc.; M. Wolf Sons, Inc. (Loupine); Morris Wolock & Co.; Zuckerman & Fox, Inc. Contact: Kate Goldstein Kamen, RE. 4-4888.	THE GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS
Monday Sept. 13	CALIFORNIA RESORT AND SUMMER FASHIONS Gala outdoor opening of Cole of California line of Resort and Summer 1949 beach and near-the-beach fashions. By invitation only. The line will be presented in the Los Angeles showroom, by appointment, beginning Tuesday, September 14. Contact: Elizabeth D. Adams, 2615 Fruitland Road, Los Angeles 11, California.	COLE OF CALIFORNIA	840 SO. BROADWAY LOS ANGELES, CAL.
Beginning Sept. 13	CALIFORNIA APPAREL CREATORS SHOWINGS OF NEW RESORT AND CRUISE LINES IN LOS ANGELES. CONTACT: CALIF. APPAREL CREATORS, 756 S. B'WAY, L.A. 14.		
Monday Sept. 13	OPENING OF BELMONT PARK FOR RACING (THROUGH OCTOBER 2). Women's Publicity: Joan Gaines, CI. 6-1373.		
Tuesday Sept. 14 10:30 A.M.	PRESS SHOWING OF FALL FASHIONS Bloomingdale's will present Fall and Winter ready-to-wear fashions at their semi-annual showing for the press. Attendance by invitation only. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S	3RD FLOOR GREEN ROOM
Tuesday Sept. 14 1:00 P.M. Luncheon	GOWNS AND MILLINERY AT LUNCHEON SHOWING Presentation of custom-made fashions by D'Laurence Roth, with new Fall millinery by Mary Goodfellow. Press by invitation. Public by reserva- tion; contact: "Jack", Cotillion Room headwaiter, TE. 8-8000. Hotel Pierre Publicity: Madeleine Riordan, TE. 8-8000.	D'LAURENCE ROTH; MARY GOODFELLOW	HOTEL PIERRE COTILLION ROOM
Tuesday Sept. 14 2:30 P.M.	FALL FASHION PRESENTATION Showing of coats, suits, dresses and furs for Fall. Open to public. Publicity: Kay Connelly, TR. 5-3100.	MARTIN'S BROOKLYN	3RD FLOOR
Sept. 14	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 2.)		
Tuesday Sept. 14- Sept. 15	32ND ANNUAL LEATHER SHOW AT WALDORF-ASTORIA, BALLROOM. The show will be open from 10:00 A.M. to 10:00 P.M. on the first day; and from 10:00 A.M. to 4:30 P.M. on the second day. Contact: Tanner's Council of America, 100 Gold Street, BE. 3-0494.		
Sept. 15	OLDRIC ROYCE'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 2.)		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 15 12:30 P.M. Luncheon	FASHION GROUP LUNCHEON MEETING <u>Paris Report</u> will be the subject of this luncheon meeting. Speakers: Bettina Ballard, fashion editor, Vogue, on "Sifting the News"; Eleanor Reamer Smith, fashionist, Kaufman's Department Store, Pittsburgh, on "Promoting the News." Price (including tax and tip): \$4.25 for members; \$4.75 for guests. Guests are limited to one for each member. Contact: The Fashion Group, Inc. CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Wednesday Sept. 15 1:00 P.M. Luncheon	FALL AND WINTER FASHION PREVIEW Showing of Fall and Winter fashions by Arnold Constable at luncheon. Press by invitation. Public by reservation; contact: "Frank", headwaiter, EL. 5-3000. Arnold Constable Publicity: Miss Lou Hutchinson, CA. 5-2300. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 15 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Gunther will present "Fashions For Your Winter Wardrobe" during luncheon. Press by invitation. Public by reservation; contact: "Jack", Cotillion Room headwaiter, TE. 8-8000. Gunther Publicity: Nona James, VO. 5-3440. Hotel Pierre Publicity: Madeleine Riordan, TE. 8-8000.	GUNTHER	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 15 2:30 P.M.	JEUNES FILLES FASHION SHOW Presentation of Jacques Heim Jeunes Filles collection at Altman's. Open to public. Publicity: Etta Daub, MU. 9-7000, Ext. 412.	B. ALTMAN & CO.	3RD FLOOR
Wednesday Sept. 15 4:30 P.M. Cocktails	PRESS PREVIEW OF PARIS MILLINERY Showing of original Paris millinery selected and imported by G. Howard Hodge on his current trip to Paris, Italy and Switzerland. Also, a presentation of his own American millinery adaptations. For fashion press and millinery store executives by invitation only. (Note change of date). Contact: G. Howard Hodge, 1 West 39th Street, LO. 4-0430.	G. HOWARD HODGE	RITZ-CARLTON HOTEL BALLROOM
Thursday Sept. 16 11:00 A.M. Champagne	PRESS PREVIEW OF FALL FASHIONS Preview of new Fall furs and fashions, including trimmed and untrimmed suits, dresses and accessories. Attendance by invitation only. Publicity: Dorothy Lansing, PL. 8-3145.	B. WEINSTEIN	7 EAST 57TH STREET SALON
Thursday Sept. 16 1:00 P.M. Luncheon	SHOWING OF FASHIONS DURING LUNCHEON Macy's will present Fall fashions at a luncheon show. Press by invitation. Public by reservation; contact: Ronnie MacNichol, PL. 3-1740, Ext. 176. Macy's Publicity: Helen Law, CH. 4-2000, Ext. 2431. Hotel Plaza Fashion Publ.: Dorothy Wentworth King; or Adele Brown, PL. 3-1740.	MACY'S NEW YORK	HOTEL PLAZA
Thursday Sept. 16 3:00 P.M.	PRESS SHOWING OF ADVANCED CUSTOM FASHIONS Mme. Elanora Garnett will present her advanced custom-made gown collection for Fall and Winter 1948. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	ELANORA GARNETT	47 EAST 51ST STREET SALON



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 16 3:00 P.M.- 10:00 P.M. Cocktails	PRESS PREVIEW: NEW FASHIONS IN GLASSES Fashion presentation of new fashions in glasses and frames which will retail from \$12.50 to \$15,000. Press preview by invitation only. The show will be open to the public from 3:00 P.M. to 10:00 P.M. on September 17, 18, 19. Contact: Monroe B. Levoy, CI. 5-5211.	TURA, INC. (130 W. 57TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Monday Sept. 20 1:00 P.M. Luncheon	FALL AND WINTER FASHION SHOWING Presentation of De Pinna's Spectator Sports, Town, and Young Modern fashions. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	DE PINNA	ST. REGIS HOTEL ROOF
Monday Sept. 20- Sept. 25	THIRD ANNUAL NAT'L SWEATER WEEK Slogan: "Look Better in a Sweater". Official posters, pictures and mats are available. Publicity: Martin Stern, 60 East 42nd St., VA. 6-0543.	KNITTED OUTERWEAR FOUNDATION	THROUGHOUT THE COUNTRY
Tuesday Sept. 21 10:00 A.M.	PRESS SHOWING OF ADRIAN FALL CLOTHES Gunther will present the Adrian collection of Fall and Winter clothes to the press in the Adrian Room at 10:00 A.M. Attendance by invitation. Showings for customers will be held Sept. 21 at 2:00 P.M. and 4:30 P.M.; Sept. 22, at 10:00 A.M. and 2:00 P.M. Attendance by invitation only. Publicity: Nona James, VO. 5-3440.	GUNTHER	666 FIFTH AVENUE ADRIAN ROOM
Tuesday Sept. 21 4:00 P.M. Cocktails	PRESS SHOWING OF CUSTOM FURS Preview of custom furs for Fall and Winter, designed by Dragonette. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	ACKERMAN-BLATT	60 EAST 56TH STREET SALON
Sept. 22	FIRST DAY OF AUTUMN (Wednesday).		
Wednesday Sept. 22 11:00 A.M.	MILLINERY SHOWING FOR THE PRESS Frank Brady will present his Fall millinery to the press. Attendance by invitation only. Contact: GR. 7-2236.	FRANK BRADY	107 MacDOUGAL STREET STUDIO
Wednesday Sept. 22 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Jeune Fille fashions will be presented by Hattie Carnegie during luncheon. Press by invitation. Public by reservation; contact: "Frank", headwaiter, EL. 5-3000. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	HATTIE CARNEGIE	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 23 10:30 A.M.	PRESS PREVIEW OF CUSTOM-MADE CLOTHES Elizabeth Hawes will present her Fall and Winter custom-made collection. Attendance by invitation. Publicity: Carson-Ruff Associates, MU. 2-2055.	ELIZABETH HAWES, INC.	867 MADISON AVENUE SALON (3RD FLOOR)
Thursday Sept. 23 1:00 P.M. Luncheon	NEW FASHIONS AT LUNCHEON SHOW Presentation of fashions by Milgrim at luncheon. Press by invitation. Public by reservation; contact: Ronnie MacNichol, PL. 3-1740, Ext. 176. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Hotel Plaza Fashion Publicity: Dorothy Wentworth King; or Adele Brown, PL. 3-1740.	MILGRIM	HOTEL PLAZA TERRACE ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 23 2:30 P.M.; 7:00 P.M.	SHOWING OF FASHIONS FOR FALL AND WINTER "Seal of Approved Fashions for Fall and Winter, 1948" clothes will be presented by Hearns. Open to public. Denson, Denson-Frey and Affiliates, MU. 3-3295.	HEARNS DEPARTMENT STORE 5TH AVE. AT 14TH ST.	5TH FLOOR AUDITORIUM - misses and junior Contact: Helen
Monday Sept. 27 1:00 P.M. Luncheon	SHOWING OF FASHIONS FOR TALL GIRLS "Long View of Fall Fashions" -- presentation by Peg Newton, of complete wardrobe for tall girls. Press by invitation. Public by reservation; contact: FL. 3-4500, Ext. 123. Peg Newton Publicity: Donna Cannon, MU. 8-2170. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	PEG NEWTON	ST. REGIS HOTEL ROOF
Tuesday Sept. 28 1:00 P.M. Luncheon	HAND KNIT FASHIONS AT LUNCHEON SHOW Presentation of custom-made knit fashions by Mimi Pearce, who also instructs women in the knitting of their own clothes. Attendance by invitation. Contact: Mimi Pearce, RE. 7-8110. Hotel Pierre Publicity: Madeleine Riordan, TE. 8-8000.	MIMI PEARCE	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 29 1:00 P.M. Luncheon	"FURS FOR '49" AT LUNCHEON SHOW Dein-Bacher of the Waldorf will present their new fur fashions during luncheon. Press by invitation. Public by reservation. Contact: "Frank" EL. 5-3000. Dein-Bacher Publicity: Winsome Courtney, FL. 9-5913. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 29 2:30 P.M.	SHOWING OF FASHIONS UNDER FIFTY DOLLARS Altman's, in conjunction with Good Housekeeping Magazine, will present a showing of Fall fashions which will retail for under fifty dollars. Open to public. Publicity: Etta Daub, MU. 9-7000, Ext. 412.	B. ALTMAN & CO.	THIRD FLOOR
Thursday Sept. 30 1:00 P.M. Luncheon	"FROM HEAD TO TOE" FALL FASHION SHOW David Lewis will present his Fall handbags at a luncheon show. Gloves by Viola Weinberger; shoes by Evins; hats by Mme. Pauline; jewelry by Trifari. There will be special prizes for those bringing rummage for benefit of Union Settlement. Press by invitation. Public by reservation; contact: Ronnie MacNichol, PL. 3-1740, Ext. 176. Lewis Purses Publicity: Alexandre Tarsaidze, MU. 5-0960. Hotel Plaza Fashion Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740.	LEWIS PURSES & UNION SETTLEMENT	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 30 1:00 P.M. Luncheon	READY-TO-WEAR FASHION SHOW Jaeckel will show ready-to-wear Fall and Winter fashions for misses and women at a luncheon show. Press by invitation. Public by reservation. Contact: PL. 3-4500, Ext. 123. Jaeckel contact: Lillian Stein, PL. 5-7000. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	JAECKEL, INC.	ST. REGIS HOTEL ROOF
Oct. 4	FIRST DAY OF JEWISH NEW YEAR--ROSH HASHONAH (Monday).		
Oct. 5	SECOND DAY OF JEWISH NEW YEAR--ROSH HASHONAH (Tuesday).		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 6 1:00 P.M. Luncheon	FORECAST FASHIONS AT LUNCHEON SHOW "Forecast for Femininity" -- new fashions by The Tailored Woman at a luncheon show. Press by invitation. Public by reservation; contact "Frank", headwaiter, EL. 5-3000. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	THE TAILORED WOMAN	WALDORF-ASTORIA SERT ROOM

Wednesday Oct. 6 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Gunther will present fur fashions for Fall and Winter during luncheon. Press by invitation. Public by reservation; contact: "Jack", Cotillion Room headwaiter, TE. 8-8000. Gunther Publi ity: Nona James, VO. 5-3440. Hotel Pierre Publicity: Madeleine Riordan, TE. 8-8000.	GUNTHER	HOTEL PIERRE COTILLION ROOM
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Beginning Wednesday Oct. 6	OPENINGS OF RESORT AND SPRING LINES The opening dates follow: <u>Wednesday, October 6</u> ADLER & ADLER; KANE-WEILL; SPORTCRAFT; STAR-MAID DRESSES <u>Thursday, October 7</u> DAVIDOW; MUTUAL-ROSENBLOOM; CHARLES W. NUDELMAN <u>Friday, October 8</u> DAVID M. GOODSTEIN; ZOLTAN ROSENBERG Contact individual manufacturers.	SPORTSWEAR GUILD	INDIVIDUAL NEW YORK SHOWROOMS
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Oct. 13 YOM KIPPUR - JEWISH DAY OF ATONEMENT (Wednesday).

Wednesday Oct. 13 1:00 P.M. Luncheon	SKIIS AND SKI FASHIONS AT LUNCHEON SHOW Ski wardrobes, custom-made by the Andre Ski Shop, 49 East 47th St., styled for True-Flex, Tey's newly perfected aluminum skiis--presented in high fashion shades. Press by invitation. Public by reservation; contact Frank, headwaiter, EL. 5-3000. Tey and Andre Publicity: Anne Albee or Augusta Arnold, Lindsay Advertising, PL. 3-8571. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	ANDRE SKI SHOP; TEY MANUFACTURING CO.	WALDORF-ASTORIA SERT ROOM
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Beginning Monday Oct. 18	SPRING AND RESORT OPENINGS BY FOGA The only collections of these houses for the entire Spring season, in accordance with their procedure of showing a single line for each season. (The other seasonal openings are: Summer lines in early February, and Fall lines in May). Guild members who will present their lines include: HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CO. CAPRI FROCKS, INC. CARLYE DRESS CORP. DEITSCH WERSBA & COPPOLA FOX-BROWNIE, INC. ED GERRICK, INC. A. GOODMAN & CO., INC. FRED GREENBERG DRESS CO.	FASHION ORIGINATORS' GUILD OF AMERICA, INC. JOSEPH HALPERT, INC. HORVITZ & DUBERMAN INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS KAPLAN & GRABOIS SAMUEL KASS GOWNS CHARLES LANG, INC. DAVID LEONARD & LEVINE MARY LEE, INC. MORRIS & MARCUS PARNIS-LIVINGSTON, INC.	INDIVIDUAL NEW YORK SHOWROOMS BEN REIG, INC. C. H. D. ROBBINS CO. RUDOLF GOWNS PAUL SACHS ORIGINALS MARTIN SIMON, INC. HERBERT SONDHEIM, INC. FRANK STARR, INC. SUZANNE-AUGUSTINE, INC. JANET TAYLOR HANNAH TROY, INC.
Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.			



MUSIC...MOVIES...THEATRES...TELEVISION

- Friday**  
**August 27**      **PREMIERE: "TWO GUYS FROM TEXAS" (Movie)**      **STRAND THEATRE, B'WAY & 47TH ST.**  
Warner Brothers Technicolor release starring Dennis Morgan and Jack Carson as a song-and-patter team who find adventure and romance in Texas. With Dorothy Malone, Penny Edwards, Forrest Tucker. Produced by Alex Gottlieb; directed by David Butler. Wardrobe by Leah Rhodes; chorus costumes by Travilla. Publicity: Eve Siegel, CI. 6-1000.
- Wednesday**  
**Sept. 1**      **THE GLORIA SWANSON HOUR ON TELEVISION**      **STATION WPIX, CHANNEL 11**  
**4:05 P.M.-**      The program is divided into four sections: "High Fashion Trends", with Designer Jo Copeland of Patullo and Eleanor Lambert, Fashion Coordinator of the New York City Golden Jubilee, as guests; "Glamor on a Budget," featuring a presentation of wearables for the young matron; "Beauty Salon" a discussion of teen age beauty problems by Jean Campbell, beauty editor of Seventeen Magazine. Director: Dick Rose. Fashion Coordinator: Kay Bardsley, WPIX, MU. 2-1234.  
**5:00 P.M.**
- Thursday**  
**Sept. 2**      **PREMIERE: "GOOD SAM" (Movie)**      **RADIO CITY MUSIC HALL, 50TH ST. & 6TH AV.**  
RKO Radio release of the Rainbow production starring Gary Cooper, Ann Sheridan, Ray Collins, Edmund Lowe, Jean Lorring. The story of a modern day "good samaritan" whose generosity almost wrecks his life. Produced and directed by Leo McCarey. Ann Sheridan's costumes by William Travilla. Publicity: Rutgers Neilson, CO. 5-6500.
- Thursday**  
**Sept. 2**      **PREMIERE: "TOTS, TWEENS 'N TEENS" ON TELEVISION**      **STATION WABD**  
**7:00 P.M.**      A new television program will be presented by Macy's, New York, who will display merchandise of over 20 manufacturers. Central character of story will be a three-and-one-half-foot puppet, "Okky Dokky," visible only to children. Publicity: Jane Barton, Television on Parade, MU. 7-0272.
- Tuesday**  
**Sept. 7**      **RE-SHOWING: "SHOW BOAT"**      **CITY CENTER THEATRE, 131 WEST 55TH ST.**  
Rogers and Hammerstein will present the New Stage production of the famous classic by Edna Ferber, for a two-week engagement at the City Center. Staged by Hassard Short; choreography by Helen Tamiris. Costumes by Lucinda Ballard. Settings by Howard Bay. Cast includes: Billy House, Norwood Smith, Pamela Caveness, Sammy White. Publ., Michael Mok, CI. 6-7889.
- Tuesday**  
**Sept. 7**      **OPENING: "SUNDOWN BEACH"**      **BELASCO THEATRE, 44TH ST. EAST OF B'WAY**  
Studio, Inc. production of play by Bessie Breuer. Cast includes: Louisa Horton, Ralph Cullinan, Warren Stevens. Produced by Louis J. Singer. Directed by Elia Kazan. Publicity: Wolfe Kaufman, LO. 4-3950.
- Thursday**  
**Sept. 9**      **OPENING: "HILARITIES OF 1949"**      **ADELPHI THEATRE, 54TH ST. E. OF B'WAY**  
Morey Amsterdam's "song, dnace and laugh extravaganza" with performers including: Morey Amsterdam, Luba Malina, Paul Winchell, Jerry Bergen, Al Kelly, Georgie Tapps, the Halloway Sisters. Music by Carl Lampl; lyrics by Stan Arnold, Buddy Kaye. Director: Mervyn Nelson. Producers: Ken Robey and Stan Zucker. Publicity: George Ross, BR. 9-5906.
- Wednesday**  
**Sept. 15**      **OPENING: "SMALL WONDER"**      **CORONET THEATRE, 49TH ST. WEST OF B'WAY**  
New musical review marking the production debut of George Nichols III. Cast includes: Alice Pearce, Tom Ewell, Mary McCarty. Sketches by Charles Spaulding, Louis Laun, Max Wilk and George Axelrod. Director: Burt Shevelove. Settings: Ralph Alswang. Costumes: John Derro. Publicity: Lipsky and Bloom, CH. 4-5185.